

**BY ORDER OF THE COMMANDER
21ST SPACE WING**



AIR FORCE INSTRUCTION 35-101

**21ST SPACE WING
Supplement 1**

20 SEPTEMBER 2002

Public Affairs

**PUBLIC AFFAIRS POLICIES AND
PROCEDURES**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

NOTICE: This publication is available digitally on the AFDPO WWW site at:
<http://www.e-publishing.af.mil>

OPR: 21 SW/PA (TSgt Gino Mattorano)
Supersedes AFI 35-301S21SW, 1 August 1997

Certified by: 21 SW/PA (Mrs. Margaret Leibfried)
Pages: 5
Distribution: F

The OPR for this supplement is 21 SW/PA (TSGT Gino Mattorano). This supplement implements and extends the guidance of Air Force Instruction (AFI) AFI 35-101, *Public Affairs Policies and Procedures*, 26 July 2001. This supplement describes 21 SW's procedures for use in conjunction with the basic AFI. It establishes responsibilities for personnel responsible for all activities supported by Public Affairs (PA), 21st Space Wing, to include geographically separated units (GSUs) and tenant units receiving host support. It does not apply to the ANG. Maintain and dispose of records created as a result of prescribed process in accordance with AFMAN 37-139, *Records Disposition Schedule* (will become AFMAN 33-322 Vol. 4).

SUMMARY OF REVISIONS

This document is substantially revised and must be completely reviewed.

This supplement incorporates the 21st Space Wing's policy on media visits to the base, the Commander's Access Channel, and 21 SWI 35-10101, *Unit Public Affairs Representative*.

2.19. Unit Public Affairs Representative (UPAR). Commanders have the following responsibilities:

2.19.1. Select as a unit public affairs representative the individual most qualified--a junior officer, mid-level manager, staff sergeant or above, or civilian who is a dedicated and a responsible member of his/her staff.

2.19.2. Ensure the individual is informed about unit events for potential of media interest, possible internal coverage in the base newspaper, and community relations activities.

2.19.3. UPARs have the following responsibilities:

2.19.4. Act as the liaison between the 21st Space Wing Public Affairs office and the unit, and ensure an up-to-date appointment letter is sent to 21 SW/PA.

2.19.5. Develop a continuity book, including handbooks, self-inspection checklists, and any additional material provided. Information on the UPAR program is available electronically on the 21st Space Wing web page.

2.19.6. Complete a 21 SW Form 123, **Public Affairs Monthly Report** each month and ensure it reaches the PA office no later than the 5th duty day of each month. The form is available electronically. The completed form is faxed, mailed, or e-mailed.

2.19.7. Act as the focal point for unit members to pass stories to the 21 SW/PA for the *Space Observer* or the news media. The UPAR submits stories about the unit, including unclassified mission changes, self-help projects, awards, and activities. The UPAR will work with the 21 SW/PA to arrange photos. Geographically separated unit (GSU) UPARs work photography on their own and send the processed or unprocessed film to the *Space Observer*. The UPAR will check with the 21 SW/PA staff to ensure the story is newsworthy, and for any assistance and/or advice on doing the story, and ensure the article reaches the newspaper by the deadline—close of business on Wednesday, nine days before the publication date. The UPAR will ensure the 21 SW/PA has current photos of the unit.

3.8.4.1. (Added) 21st Space Wing Public Affairs Responsibilities:

3.8.4.1.1. (Added) The 21 SW/PA will provide initial and recurring training for UPARs. Most of the initial training information is available from the “21st Space Wing Unit Public Affairs Representative Training Handbook” which can be obtained from the 21st Space Wing web page.

3.8.4.1.2. (Added) Provides specialized training, when necessary, to UPARs to meet certain unit needs.

3.8.4.1.3. (Added) Provides updated training information to UPARs as soon as it becomes available, and answers any questions the UPARs may have about the program.

3.8.4.1.4. (Added) Tracks and updates the internally generated UPAR list.

3.8.4.1.5. (Added) Works with the UPAR to obtain approval for media visits to the unit, and provides information, if necessary, about escorting and providing background information on the media representative.

3.8.4.1.6. (Added) Develops criteria for and determines recipients for quarterly and annual UPAR awards.

3.8.4.1.7. (Added) Provides assistance and guidance for managing the Hometown News Release program and other programs.

5.6. Action Lines. The 21st Space Wing Public Affairs office maintains the Action Line program for the commander.

5.6.1. (Added) The 21 SW Form 271, **Action Line Worksheet**, is used for all appropriate questions and complaints received on the Action Line dictaphone machine and are sent (with question) to appropriate OPR through the group commander.

5.6.2. (Added) A suspense of three working days is assigned when form is sent to the OPR. If the individual left his/her name and phone number, he/she must be called within 24 hours.

5.6.3. (Added) The OPR returns the form, with their reply, to 21 SW/PA by suspense date. The OPR must coordinate all replies with the appropriate group commander or designated representative. If an extension is needed on the original suspense, the group must call 21 SW/PA. Extensions will be approved only for

extenuating circumstances. The Director of Staff or his/her designated representative is the approving authority.

5.6.4. (Added) 21 SW/PA will send the coordinated response to the 21 SW Commander (CC), for approval, disapproval, or modification. Upon return from 21 SW/CC, the question and answer may be published in the base newspaper.

5.6.5. (Added) *Space Observer*: Articles submitted for consideration for publication in the *Space Observer* must conform to the following guidelines: submit all articles to 21 SW/PA (Building 845, Room 219) with enough time to arrive before the deadline, at least two Wednesdays (10 days) before the desired publication date. Submit the articles on 3.5-inch diskettes or e-mail. Information submitted for consideration for publication in the "For Your Information" page is submitted nine days before desired publication date. Units submitting their Peak Performer and commentaries are submitted by suspense date. The Peak Performer will be submitted on 21 SW Form 385, **Peak Performer Worksheet**. The *Space Observer* is printed 50 weeks of the year. Normally, the newspaper is not published the week of Christmas and New Year's.

5.24. Non-DoD publications to be sold or given away on the Peterson AFB Complex are defined as multi-page, recurring publications. Personnel from the Colorado Springs *Gazette*, the *Denver Post*, and the *Rocky Mountain News* have standing approval to distribute on Peterson AFB. All requests from other non-DoD publishers to sell or give away publications are coordinated with 21 SW/PA through the facility managers, 21 SPTG/CC, 21 SW/JA, and 21 SW/CC. The publications will be allowed at the Base Exchange and the Commissary. Upon approval by 21 SW/CC, 21 SW/PA prepares a response to the publisher indicating approval or disapproval, the approved distribution points, and the publisher's responsibility to provide enclosed (weatherproof) racks at each approved point. The publisher is responsible for distributing the product on base and maintaining each rack's neat and orderly appearance. At the 21 SW/CC's discretion, failure to adhere to the policy could result in disallowing the product to be distributed on base.

5.24.1. (Added) Distribution points (if any) on Peterson AFB are by mutual agreement among the 21 SW/CC, 21 SW/PA, 21 SPTG/CC, the publisher, and the facilities managers.

5.24.2. (Added) Distribution points (if any) on Cheyenne Mountain AFS are by mutual agreement among the 721st Support Group Commander, the publisher, and the facilities managers.

5.41.1.4. Commander's Access Channel (CAC). The 21 SW/CC and 21 SW/PA, or designated representative, are the approval authorities for information aired.

5.41.1.5. Actual operation of the equipment to input information for CAC, located in Bldg 845, Room 219, is limited to trained 21 SW Public Affairs personnel. No loaning of equipment will be approved.

5.41.2.5.1. (Added) Submissions will be accepted from all 21 SW organizations and tenant units.

5.41.2.5.2. (Added) Announcements will be typed and sent to PA office via fax, e-mail, or dropped off in person.

5.41.2.5.3. (Added) Requests to air ½-inch VHS tapes during normal duty hours will be made 72 hours in advance. Requester must provide proof that tape is cleared for public release. Requests may be denied if manpower in PA office cannot support airing during requested duty hours.

5.41.2.5.4. (Added) During normal operating conditions at Peterson, the following priorities will be given to announcements on the CAC:

5.41.2.5.4.1. (Added) Emergency announcements will have the highest priority.

5.41.2.5.4.2. (Added) Exercise announcements will have second highest priority.

5.41.2.5.4.3. (Added) Announcements from 21 SW activities will have next priority.

5.41.2.5.4.4. (Added) All other activities have lower priority, and announcements will be aired dependent on workload from higher priority announcements.

5.41.2.6. No commercial advertisements or movies will be accepted.

5.41.2.6.1. (Added) No personal messages will be allowed.

5.41.2.7. The time frame for information to be aired is up to the discretion of the 21 SW/PA.

6.3. The UPAR is the focal point for the unit commander and the 21 SW/PA for all news queries and stories released to the news media. The UPAR does not offer information directly to the media but works with the host public affairs office and the 21 SW/PA on all queries and stories for external media.

6.33.1. The primary or alternate UPAR will escort media at all times when they are on a military installation. They also help arrange interviews and photo opportunities, and inform the 21 SW/PA of any activities occurring at the unit, either favorable or unfavorable, which may cause interest on the part of local, national, or international media.

6.37. Only representatives from NORTHCOM/PA, NORAD/PA, AFSPC/PA, 21 SW/PA, and 302 AW/PA are authorized to invite media to an event or sponsor media representatives on base. When an organization wants media coverage for an event, they coordinate with the appropriate public affairs office. When a public affairs office is expecting media on base, they should notify 21 SW/PA. The 21 SW/PA makes the appropriate notifications to the Security Forces, commanders, etc.

6.37.1. (Added) A PA representative must escort media on base at all times. The 21 SW/PA office will help other PA offices requiring media escort, if needed. Events occurring after duty hours or on a weekend, which have not been scheduled in advance with 21 SW/PA, are coordinated with the 21 SW/PA on-call representative through the 21 SW/WOC. Security Forces will contact the 21 SW/PA office or the on-call representative when media arrive at the visitor center without a PA escort. Media are not allowed on base without a public affairs sponsor/escort.

6.37.2. (Added) The public affairs offices are also the only ones responsible for releasing information to the media. If an organization has an event of interest, 21 SW/PA should be contacted and the PA office will make the proper release.

6.37.3. (Added) UPARs handle media visits to the geographically separated units. These PA representatives are authorized to escort media at their units; however, the UPARs will coordinate information requests through 21 SW/PA. Once the media query is answered or visit is completed, the UPAR will submit an immediate after-action notice indicating the results of the query or visit and expected nature of the coverage.

8.28. GSU UPARs are the focal point for the unit commander and 21 SW/PA for the local community to ensure the Air Force message is received. They will work with the host unit to provide speakers on the unit's mission, and develop an independent speaker's bureau, if separated by a great distance from the host unit. They will work with the 21 SW/PA for possible speaking engagements for the 21 SW/CC.

8.41. GSU UPARs will develop a tour program, if appropriate, to bring the Air Force message to the people. This program must be approved by 21 SW/PA.

14.12. UPARs track the Hometown News Release Program forms submitted by the unit, quality control the forms, and send them to 21 SW/PA; the UPAR at a GSU sends the form to the host base or directly to Army & Air Force Hometown News Service, ATTN: Print Division, 203 Norton St, San Antonio TX 78226-1848.

18.12. Forms Prescribed. 21SW271, 21SW123, 21SW385

DONALD B. KERR, Captain, USAF
Chief, Public Affairs